

CHAPTER I

INTRODUCTION

1.1 Background of The Study

According to Satell (2013) “Marketing was never easy, but technology has made it a whole lot tougher”, therefore we can interpret that marketing was a lot easier in the past, where there were only few TV channels and many famous magazines. Now there are many TV channels and thousand online websites. Llopis (2014) states that creating a brand that builds customers awareness is harder than before. High technology and competitors are the hardest problem in building relationship with customers.

Customers become important because a successful marketing strategy no longer depends on sales, but on customer satisfaction. As cited by Gazzoli (2010), Heskett, Jones, Loveman, Sasser, and Schlesinger suggest a theory called the service-profit chain, profit and growth are products of customer loyalty, which is a result of customer satisfaction. As such, customers’ perspective has a big role in marketing as it can determine whether the marketing strategy is a success or a failure. This is why marketing is one of the most important things in Batik industry (Kompas.Com, 2009).

Batik clothes have a lot of patterns. In the past Batik clothes were used

based on the event and each pattern of Batik has different meaning (Kompas.Com, 2009). Each pattern of Batik has its own story and each batik cloth is made by the same processes of making Batik that decides the type of the batik clothes. Furthermore, batik clothes regardless their type have been a national identity for Indonesian people for ages. In 2009, based on Kompas.com (2009), UNESCO declared Batik as one of the world's heritage because Batik has a strong technique, symbol and culture that cannot be separated from Indonesian people's life, from the birth until the death. Therefore, Batik has a huge market in Indonesia and potentially become a feasible market in international.

The existence of Batik began in the period of Monarchy in Indonesia, since the period of Majapahit Kingdom in 1350. Batik was used only for the king, royal family and workers working inside *Keraton*. Commoners were not allowed to wear batik. Once, those workers who were working in the *Keraton* brought batik *Keraton*, hence at the present everyone can wear Batik as their daily outfits (Kompas.Com, 2009).

The writer wants to market Batik internationally. Therefore, the writer needs to make a website as a tool to connect to the customer in other countries. As cited in an official website of Mozilla Developer (2016), a website is a compilation of several pages as one and is connected in various ways. There are many ways to make a website either by hiring a professional to make a website or by making it by ourselves using free website maker in

the internet. One of the website makers is Wix.com. It provides customers with an easy way to make a website for free. To market Batik in international industry using a website, the writer should be able to deliver the meaning and the purpose of Batik using good English as well as using attractive and accessible website. All contents in the website are in English because English is useful to communicate the product to international customers and a tool to attract customers to visit the website (Mozilla Developer, 2016).

English as an international language is a tool for business owners to sell their products internationally either using text or spoken language or both in the media, especially websites. However, the meaning in language is contextual. It means that people, depending on their conclusion of events, understand language differently. The phenomenon is called as bias (Carol & Casagrande, 1958). To prevent bias in the way customers interpret what the sellers try to say in the websites, the sellers have to be able to choose suitable words and arrange perfect sentences. Therefore, the sellers have to do a research on customers' perspective towards the use of English in the website.

The reason why the writer conducted this research is to discover customers' perspective on the use of English in the website. The purpose of website arrangement is to make an effective and attractive website. To collect the data, the writer ran a business named *Setkah* and made an international standard website to support the observation. Therefore, the observation was

based on the real condition of the field. All data are taken from a survey towards the customers or the viewers of the website.

1.2 Field of The Study

The field of this study is applied linguistics, which relates to entrepreneurship.

1.3 Scope of The Study

This research focuses on customers' perspective towards the use of English in the website. The researcher conducted this study based on a website made by the researcher.

1.4 Problem Formulation

The researcher formulates problems related to the use of English in the website of *Setkah* as follows:

1. What is the respondents' perspective towards the use of English in the website (www.setkah.wixsite.com/setkah)?
2. What is the respondents' preference of language used in the website www.setkah.wixsite.com/setkah)?

1.4 Objectives of the Study

Regarding to the problems mentioned, this research is conducted to achieve the following objectives:

1. To find out the respondents' perspective towards the use of English in the website www.setkah.wixsite.com/setkah).
2. To find out the respondents' preference of language to use in the website www.setkah.wixsite.com/setkah).

1.5 Significance of the Study

The importance of conducting this study is to find out the customers' perspective towards the use of English in the website, and to find out the customers' preference of language to use in the website. Therefore, this study may be used as a reference for both the writer and other business owners. The result of this study is expected to enrich the knowledge and understanding on customers' perspective towards the use of English in traditional clothing industry and the appropriate English that can be applied in the website later on. For other business owners, they may be able to improve the quality of English in a website of online shop by using appropriate English that the customers expect. This research is also expected to support students in

Englishpreneurship department who want to make a better online stores website.

1.6 Definition of Terms

1. Customer

According to Carbone and Haeckel (1999), experience always comes with product or service. Therefore, customers always get more than what they ask. Customers are people who need to be impressed by people's encounters with products, services and business. Furthermore, customers' satisfaction is considered a big concern in varieties of industries and a basis to improve the company (Hauser, Simester, & Wernerfelt, 1994).

2. Website

A website is an integration of many web pages that are connected to one another. In the internet, people usually access websites every day. To access a website, they have to type WWW (World Wide Web) followed by the name of the website (Mozilla Developer, 2016). There are many kinds of websites. One of them is online store website. Online store website gives some benefits for customers and sellers. Customers have a chance to get an easier shopping experience, easy access products, lack of social pressure and absence of delivery effort (Verhagen & Dolen, 2011).

3. Perspective

Based on Merriam-Webster (2017), perspective has a meaning just like a standpoint, the way someone sees something. Each person has different perspective. It depends on who someone is and what someone does, etc. How customers see is the perspective of customers.

4. The use of English

There are many purposes to use English in this era. Breul (2013) states that the objective of LSP or Language for Specific Purpose is to use that language for specific purpose, for instance, ESP, English for Specific Purpose. In this case, English as a global language becomes a part of a marketing strategy being used to market products internationally. The success of business often depends on communication skill. Most happens in English (Raju, 2013).